



THE McCONNELL GROUP, INC

Research to Results

Sustaining A Small Business In The New Environment

Lessons Learned

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TMG Divisions

- Life Sciences
- Biomedical Research
- Medical Research and Technology
- International Affairs
- SciMed Products

Scenario

Small Business Owner

- Started a company on a shoe string.
- You fought for every sale, fought to save every penny and fought to keep the dream alive.

Fast forward to success!

- The company is profitable, growing and has a management team and employees. The founder now has the nice house, company car and the exclusive clubs.

The future's so bright everyone's got to wear shades!



Tomorrow is the day when failure will succeed

- If you are comfortable that you finally made it, procrastinate and deny what is happening around you;
- Think you can wait it out and it will get better, you are three feet from failure.
- Good companies can go bad because you did not follow the market forces and you took your eye off the ball!

Business is a series of highs and lows

- Nothing lasts forever.
- Most owners and their management teams live off their past successes.
- There must always be a clear vision of the future.



Have you ever run into obstacles along the way of running your business?



Three Obstacles that Impacts Small Businesses Growth

- Insourcing
- LPTA procurements
- Bundling

Insourcing

Congress and the Obama Administration made numerous actions to promote “insourcing,” or the use of government personnel to perform functions that contractors have performed on behalf of federal agencies.

Lowest price technically acceptable contracts

- Shrinking budgets and tight fiscal restraints are pushing federal agencies to use lowest price technically acceptable (LPTA) contracts more frequently
- LPTA contracts drive down prices but sacrifice long-term value to meet short-term government savings goals

Bundling

- Consolidation of two or more requirements for goods or services previously provided or performed under separate smaller contracts into a solicitation for a single contract.

So What Are You Going to Do?



Business success comes with creating a self-sustaining business

- Strategy
- Revenue
- Solid customer-base
- Setting Goals and Measures

Sustainment and Survival 101

No.1:

Create a strategy and vision for tomorrow that avoids relying on past successes.

Vision translates into action, creating monumental change.



Sustainment and Survival 101

No. 2:

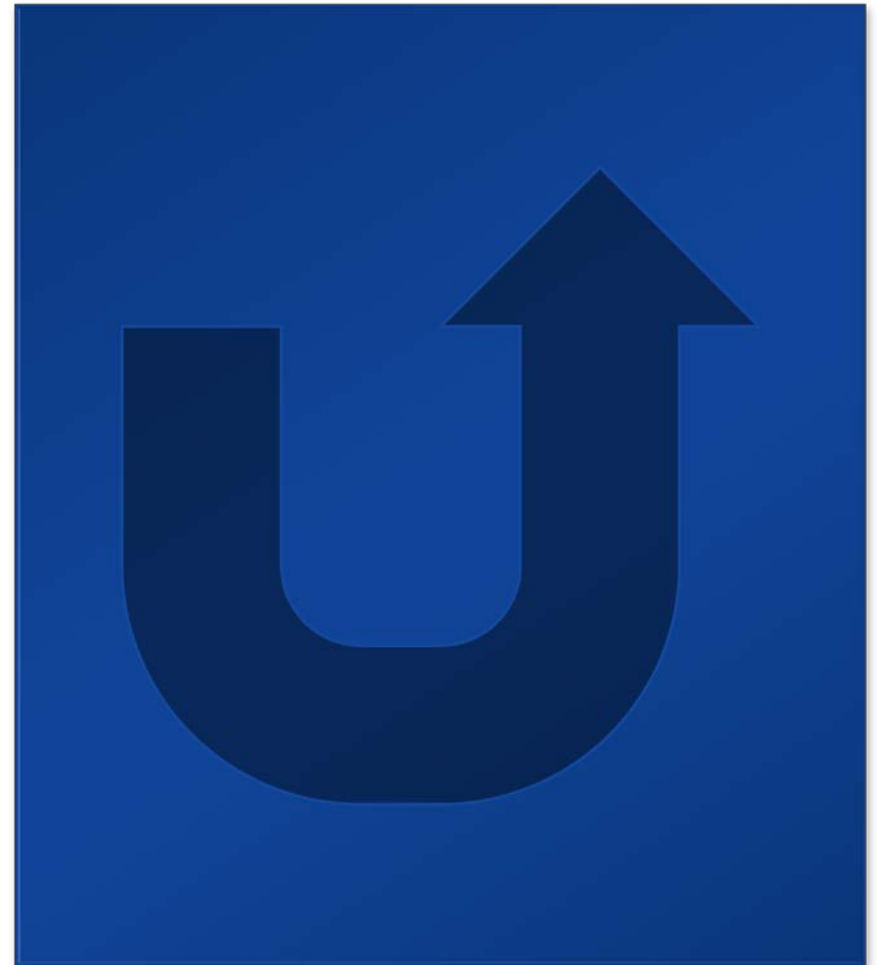
Retain customers that are loyal by adding value that makes a difference to their work.



Sustainment and Survival 101

No. 3:

Invest in technology.
Don't just be another
small business; use
technology to be efficient
and effective.



Sustainment and Survival 101

No. 4:

Be accountable for what you agreed to do and provide the results that are expected.

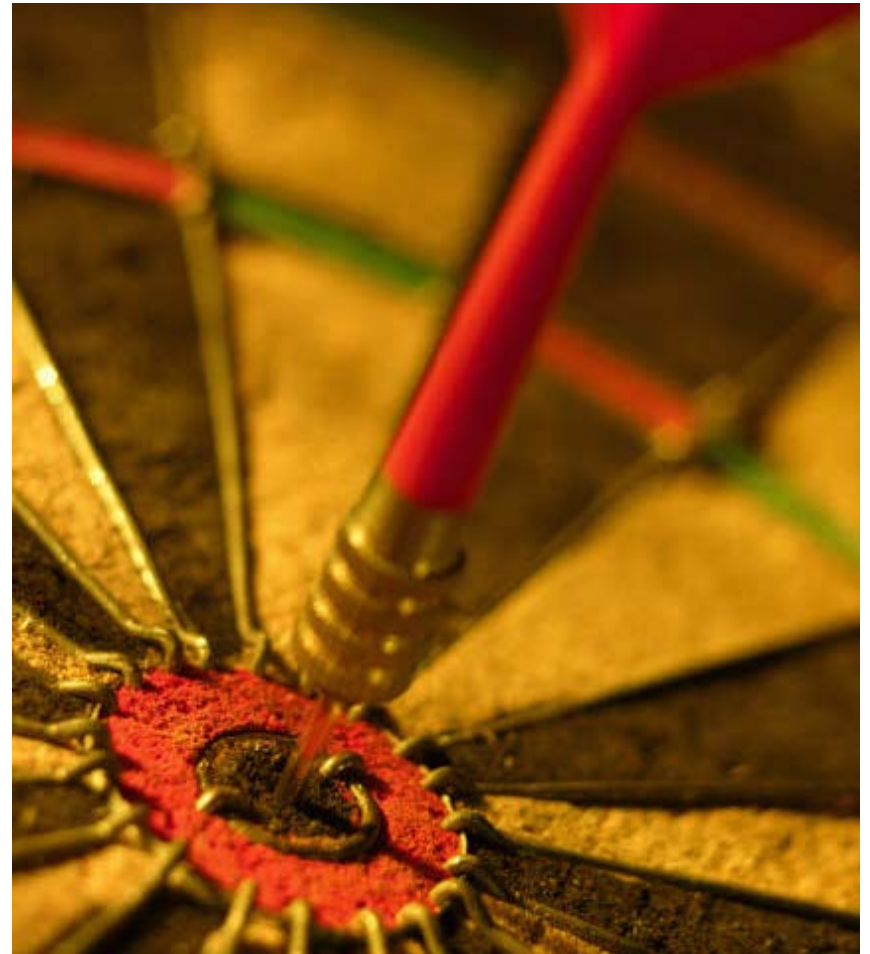
Show up and perform!



Sustainment and Survival 101

No. 5:

Set actionable plans and goals. Establish deliberate action plans and create goals that are measureable.



Sustainment and Survival 101

No. 6:

Never take your eye off the bottom line. Spend wisely and be sure to know your profitability. Know where and when to cut cost.



Vision without action is just a dream

Action without vision is probably a disaster!

- Remember to share your vision with your Employees
- Sharing those visions and plans will inspire those around us to join, multiplying results exponentially.
- Management has to think in this new dimension. The rate of change has become exponential. Vision, translates into action, creates monumental change.
- We all dream of a stronger company. It's the vision of making it happen that translate thought to strategies, strategies to plans, and plans to action.

Some options for Small Business Sustainment and Growth

Visioning and thinking Big are your #1 best options for Sustainment!

But for growth you will need to consider:

- Teaming
- Joint Ventures
- Mentor Protégé Programs
- Mergers
- Review changing markets and be able to shift if necessary
- Acquiring key talent

Know Your Cost to Sustain Your Business

Be sure to ask these questions.....

- Workers Comp Codes - are they correct?
- Insurances - are you paying a negotiated rate?
- IT support – When to Insource vs Outsource?
- Office Lease- Do you need a Class A or Class B office?
- Is your accounting firm engaged with your strategy/decisions?
- Are the Phone Lines you are paying too much?
- Can you share costs for space and other support systems with another small business?

Remember everything is Negotiable!

Your Network = Your Net Worth

- Relationships
- Network Groups
- Associations
- Collaborations
- Stay connected
- Follow up/Follow through



Program Assistance

The following programs can assist you with growth and sustainment:

- VIP
- Kellogg
- Dartmouth
- SBA
- PTAC
- Veteran Programs-Joe Wynn
- MSDC
- Outreach Programs

Veteran Institute for Procurement (VIP)

- A 3-day, 27-hour comprehensive certification program
- Increase ability to win government contracts by establishing best business practices.
- Funded entirely by the Montgomery County Chamber Community Foundation, Partners and VIP Sponsors



Kellogg School of Management at Northwestern University

- SUMMER SESSION
- June 1-5 2014 (Should be same time frame in 2015)
- National Minority Supplier Development Council, Inc.
- Phone: 212-944-2430
- Email: amep@nmsdc.org

Tuck Executive Education Programs

- **May17** Building a High-Performing Minority Business
- **Aug2** Growing the Minority Business to Scale
- **Nov8** Essentials of Management Leadership Program





VET★Force

Veterans Entrepreneurship
Task Force



- Joe Wynn
- VET-Force
- Vets Group
- <http://www.vet-force.org>
- joewynn@vetsgroup.org
- 202 365-0482

Governor's Workforce Investment Board (GWIB)

- **Baltimore County Office of Workforce Development**
400 Washington Ave., Suite 100
Towson, MD 21204
Phone: 410-887-8000410-887-8000
- Job-Driven (JD) National Emergency Grant (NEG)
- Find employees

Thank you!